



8-11 APRIL 2024 (MONDAY - THURSDAY)

ARRIVAL ON SUNDAY 7 APRIL

2ND & 3RD YEAR MARKETING STUDENTS

EXPORTING YOUR BRAND ABROAD



#### **285 EUROS**

ACCOMMODATION ALL BREAKFASTS ALL LUNCHES TRANSPORTATION VARIOUS ACTIVITIES GALA EVENT SCHOOL FACILITIES

**40 SPOTS AVAILABLE** 

### YOU'RE WELCOME!

### THE HAGUE

#### **ROYAL RESIDENCE**

SEAT OF GOVERNMENT

CITY OF INTERNATIONAL JUSTICE





### THE HAGUE UNIVERSITY OF APPLIED SCIENCES

26,000 STUDENTS 140+ NATIONALITIES 4 CAMPUSSES 50+ BACHELOR PROGRAMMES 9 MASTER PROGRAMMES 450+ EXCHANGE PARTNERS 30+ RESEARCH GROUPS



### EXPERIENCE MARKETING







## DEVISING AN EXPORT STRATEGY FOR DAMRAK GIN



# TASK 1

#### INVESTIGATE THE LOCAL MARKET ASSIGNED TO YOU AND DEVISE A MARKETING ENTRY STRATEGY ( ONLINE PREP WORK )





# TASK 2

## CREATE AN A4 COLOUR AD FOR THE PRODUCT





# TASK 3

#### COME UP WITH A COOL NAME AND DELICIOUS RECIPE FOR A DAMRAK COCKTAIL







THE PROGRAMME INCLUDES A VISIT TO THE HOUSE OF BOLS IN AMSTERDAM AND A FREE COCKTAIL MAKING SEMINAR!





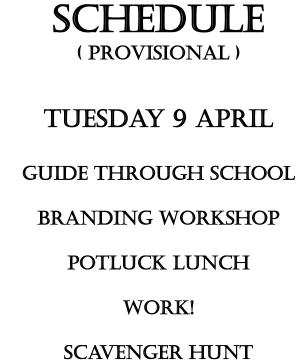












& DRINKS IN THE HAGUE





#### WEDNESDAY 10 APRIL

WORK SOME MORE!

NIGHT EXTRAVAGANZA









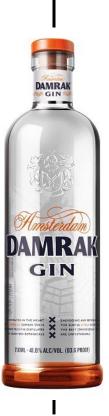




STUDENTS WILL WORK IN SMALL INTERNATIONAL GROUPS ON A MARKETING ASSIGNMENT FOR A SPECIFIC MARKET ASSIGNED TO THEM

SENIOR STUDENTS FROM THE THUAS MARKETING PROGRAMME WILL ACCOMPANY THEM THROUGHOUT THE WEEK

TEACHER SUPPORT AND SCHOOL FACILITIES WILL BE AVAILABLE DURING THE PROJECT



STUDENTS REGISTER VIA THE REGISTRATION FORM ( TO BE SENT TO YOU SHORTLY )

VISITING TEACHERS ARE WELCOME TO JOIN ( WE HAVE A SEPARATE REGISTRATION FORM FOR THEM )

#### **APPLICATION DEADLINE: 15 JANUARY 2024**

5 SPOTS PER PARTNER AVAILABLE, CONTACT US IF MORE NEEDED

#### ORGANISING COMMITTEE

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